

Levan Eliava

Senior product designer with over five years of experience on high-traffic, heavily regulated platforms, currently leading design for a global crypto casino serving ~600K monthly visits across 10+ languages. I own end-to-end UX — research and user flows through to shipped interface — and specialize in design systems that teams adopt rather than work around.

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EXPERIENCE

Feb 2023 –
Present

Wayzen

Middle → Senior Product Designer · Tbilisi, Georgia

- Lead end-to-end product design for FortuneJack, one of the oldest and largest crypto casinos globally — owning casino, sportsbook, wallet, account and promotions across a platform serving ~600K monthly visits in 10+ languages.
- Proposed and built the company's first design system, shipping the foundation in a month and expanding it since. It now underpins every screen in the product, is used by six designers and five developers, and cut design-to-development handoff from three days to one.
- Ran 10–20 user interviews per feature to validate design decisions. Deposit testing revealed users lost track of pending payments and went straight to support — replacing a buried transaction status with an inline progress tracker resolved the confusion at the point of action.
- Redesigned the sign-up experience to surface welcome promotion choices alongside the registration form, increasing sign-ups and engagement by 17%.
- Designed the multi-tenant backoffice used by ~20 operators to run three live casino brands with two more onboarding, and adapted the design foundation across four brands including Chumbabet without rebuilding.

2022

Shirtee.Cloud

Product Designer · Full-time

- Designed the print-on-demand platform experience for a marketplace supporting 35,000+ connected shops and 1.5M+ designs across 15 markets and 12 languages, establishing its visual identity and first design system.
- Partnered with product managers, business stakeholders and engineers to define product requirements and shape the roadmap.
- Delivered prototypes, high-fidelity wireframes, a dashboard style guide, user flows and a site map.

2021–2022

Clipart

Product Designer · Full-time

- Designed the website experience for four news publications, owning user research, information architecture, interaction and visual design across web and mobile.
- Redesigned places.georgia.travel, Georgia's national tourism platform, improving interface clarity and overall usability.

2021

Crafty

Product Designer · Freelance

- Created the visual identity and website experience for craftyinterior.com, a Georgian architecture and interior design studio — running user interviews that shaped a simplified enquiry flow.

FOCUS

Design systems · Product design · Interaction design · User research · Multi-brand theming · Design–development handoff

Domains — iGaming, crypto, multi-tenant SaaS, B2B backoffice, e-commerce
Tools — Figma, Adobe XD, Illustrator, Photoshop